



LA Fashion District BID Board of Directors Meeting

Thursday, February 16, 2017 at 11:45 a.m.

110 E 9th St Suite A-1175, Los Angeles, CA

AGENDA

1. Public Comment
2. Welcome & Introductions (M. Chatoff)
3. Welcome and Remarks – Ari Simon, Downtown Area Director, Council District 14
4. Presentation: Daniel Taban, Jade Enterprises TAB 1
5. Chair's Report (M. Chatoff)
 - a. Board Retreat – March TBD.
 - b. **POSSIBLE ACTION: Motion to Approve Expenditure for Retreat**
6. Approval of Minutes from January 19, 2017 TAB 2
7. BID Renewal Report (L Becker)
 - a. Next Renewal Meeting February 23rd at 10 a.m.
8. Executive Director's Report (R. Leddy) TAB 3
 - a. West Coast Forum – California Downtown Association
 - i. Long Beach, March 14-16
 - b. Staff Strategic Planning
 - c. Measure S Letter
 - d. Misc.
9. New Business
10. Adjourn

The agenda and information materials are available for review in the BID office at the address below.

Next Board Meeting date*:
Board Retreat -March TBD, 2017

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by Kent Smith at (213) 488-1153 x 712.



LA Fashion District BID
Board of Directors Meeting Minutes

Thursday, January 19, 2017

Board Members Present: Linda Becker, Mark Chatoff, Matthew Haverim, Steve Hirsh, Elisa Keller, Lisa Korbatov, Mark Levy, John Remeny, Laurie Rosen, Laurie Sale, Suzette Wachtel

Guest Present: Tanner Blackman – Kindel Gagen, Realm; Darin Olson, Dean Nucich, Todd Cadwell, Alex Irvine – Irvine & Assoc.

The meeting began at 10:58 am.

1. **Public Comment:** None
2. **Welcome & Introductions:** Steve Hirsh welcomed the new Board Members. Board Members went around the room and introduced themselves.
3. **Approval of Minutes from December 15, 2016:** Elisa Keller requested that the minutes be amended to read Suzanne Mermelstein. Mark Chatoff moved to approve the minutes with the amendments. Linda Becker seconded. **The motion was approved by unanimous decision.**
4. **Board Officer's Election:** Steve Hirsh announced Board Chair, Vice Chair, Secretary, and Treasury are all open positions. He began accepting nominations in the order which the positions were announced.
 - a. **Board Chair:** Laurie Sale nominated Elisa Keller for Board Chair. Elisa Keller declined the nomination. Elisa Keller nominated Mark Chatoff for Board Chair. Mark Chatoff accepted the nomination. No additional nominations were received. Mark Chatoff is approved as Board Chair by unanimous decision.
 - b. **Vice Chair:** Linda Becker moved to nominate Elisa Keller as Vice Chair. Elisa Keller accepted the nomination. No additional nominations were received. Elisa Keller is approved as Vice Chair by unanimous decision.
 - c. **Secretary:** Linda Becker moved to nominate Laurie Rosen. Laurie Rosen accepted the nominations. No additional nominations were received. Laurie Rose is approved as Secretary by unanimous decision.
 - d. **Treasurer:** Elisa Keller moved to nominate Steve Hirsh. Steve Hirsh declined the nomination. Steve Hirsh moved to nominate Linda Becker. Linda Becker accepted the nomination. No additional nominations were received. Linda Becker is approved as Treasurer by unanimous decision.
5. **Committee sign-up:** Steve Hirsh announced that Committee sign-up sheets were being passed around. He informed Board Members that each member is obligated to sit on one committee per bylaws. Sign-up sheets can be submitted to Jasmine Ramos, or you can email Rena Leddy once you have reviewed the committees and their respective responsibilities.
6. **Finance Committee Report:** Linda Becker reported that every year up until last year we performed an annual audit. City policy only requires annual review. The Board has chosen to alternate reviews with full audits. 2017 is a full audit year, and the BID received quotes from various vendors for this service. She announced that the Financial Committee recommended GTL, LLC. be hired to conduct the full audit.
 - a. **Elisa Keller moved to approve the BID move forward with hiring GTL, LLC. to perform the 2016 audit. Linda Becker seconded. The motion was approved by unanimous decision.**
 - b. **Review 2016 Year End Financials:** Rena Leddy reviewed the end of year financials with the Board Members. She pointed out minor adjustments with \$123,000 minus overlay in projected loss. This is far below what was budgeted, because Administrative staff have been very careful to monitor spending and cut where it can. Additionally, the budget is

under due to the Safe team being understaffed and the Executive Director transition. The last reason would be pending projects for which fees have been allocated but not spent. The Financial Committee has asked staff to save \$100,000 over the next two years. Management continues to strive to meet this goal.

7. **BID Renewal Report:** Linda Becker reported that the first BID Renewal Meeting was held on January 17, 2017, at 10 am. She informed the board that during this meeting attendees discussed keeping the annual cap in the 4 -5% range, looking at a term in the 7-10 year range, and expanding to the East and South pending cost-benefit analysis. Becker requested all Board Members be present at the next meeting on February 2nd, 2017 at 10 am where the Renewal Committee will begin discussing the budget.
8. **Operations Committee Report:** Laurie Sale reported that the Operations Committee spoke about the Street Vending Coalition meeting that will be February 2, 2017, at 8:30 am at the CCA offices. A member from Councilmen Buscaino's office will be present to answer questions from stakeholders. Sale announced that a draft ordinance will be before Council after the March election, with the vote to decriminalize taking place sometime next week.
9. **Image & Communications Committee Report:** Ariana Gomez reported that she would not be asking the Board for a motion to approve a contract with a marketing consultant. She reported that the Image & Communications Committee met with two firms but would need more time in reviewing the companies to establish a recommendation.
 - a. **Review 2016 I&C Summary Report:** Ariana Gomez distributed the 2016 I&C report for review by Board Members.
10. **Executive Director's Report:** Rena Leddy distributed a Board and Committee meeting schedule for 2017.
 - a. **Misc. Updates:** Rena Leddy informed Board Members about Measure S which would put a moratorium on all development for the next two years. Board Members recognize this is not good for economic development in DTLA or job growth. **John Remeny moved to have the BID take a negative position on Measure S and distribute the statement as fit. Laurie Sale seconded. The motion was approved by unanimous decision.**
11. **Presentation: Fashion District Residences LLC:** Realm Real Estate gave a presentation on the project at 7th/Maple Ave. This is a 33 story residential tower with commercial and open space included. Board Members were generally positive about the project and decided to table taking a position on supporting the zone and amendment change until a later meeting.
12. **New Business:** None
13. **Adjourn:** The meeting adjourned at 12:30 pm.

Presentation from JADE Enterprises



Main Street Park & Mixed-Use

JADE Enterprises proposes an eight-story development at 1100 S. Main Street, consisting of 379 apartments and 26,000 square feet of ground-floor commercial space. The project will set aside 11% of its units for very low income households, and will include a mid-block pocket park.

Harris Building

JADE Enterprises has refurbished the Harris Building, an early 1920s structure at 110 W. 11th Street, into 52,000 square feet of creative offices and 6,500 square feet of ground-level commercial space.

Executive Director's Report – February 16, 2017

Los Angeles Street Streetscape Ground-Breaking



The Los Angeles Street Streetscape Project broke ground on January 18th. The project began at Olympic and Los Angeles and will work in 60 ft increments. The BID is sending out updates on the project every week. If you'd like to get on the email list, let Jasmine know.

Sidewalk Vending – Decriminalization Passes

Leddy and members of the Board attended the City Council's meeting on January 31st to testify on the proposed sidewalk vending. The District supports the decriminalization of sidewalk vending, and the framework has many good provisions, such as property or business owners consent for a vendor to set up in front of their property. However, there is still work to do. The Fashion District BID supports an opt-out approach. The City Council asked the City Attorney to amend the ordinance so that sidewalk vending is no longer a misdemeanor offense. A draft ordinance will probably be presented after the March election.

Measure S Would Halt These Projects:

Shane Phillips, the Project Los Angeles Streetcar, Inc., has been doing some good work around Measure S. He has put together a blog post with a list of housing projects that would be banned by the measure. He counts 19,000 units! See the post here: <http://bit.ly/2kYzMAD>

Tuck Hotel Opens on Spring Street

New 14 room hotel located at 820 S. Spring Street opened in the heart of the Fashion District. It is the 2nd boutique hotel in the Fashion District and there are three more proposed! For more information see this article in LA Downtown News <http://bit.ly/2k8WrYc>

DTLA MultiFamily Market May Face Oversupply, but not in 2016

Despite supply-driven volatility on a quarter to quarter basis, DTLA's multi-family market closed out the year with an average vacancy rate of 8.8% in 2016, a decrease of 0.3 from 2015.

<http://bit.ly/2kvTAwl>

LA's Density Bonus Program Isn't Creating Enough Affordable Housing

According to a new report by City Comptroller, Ron Galperin, only 329 income-restricted apartments were built within market-rate developments between 2008 and 2014 as a result of the program, which allows developers to build denser projects than what the zoning code allows, the report found. <http://bit.ly/2kd7jY7>

Sleeping in Vehicles

The City passed a new ordinance that allows people to reside in their vehicle in certain areas, at certain times, in Downtown LA. The majority of the Fashion District is included in the allowable areas. People in vehicles – especially when sleeping – can become vulnerable crime targets. Therefore, we will have a high profile of Safety patrols of these areas to try to deter potential criminal behavior. In order to prepare for this, Randall Tampa has instructed our crews to do the following:

- Safety will be conducting random counts of the most popular locations and the number of vehicles in the District.
- The Safety Team will keep an eye out for asphyxiation (exhaust fumes/carbon monoxide) and hypothermia (lowering of body temperature due to prolonged exposure to cold temperatures) – both of which can have a deadly outcome.
- Safety Team members will look for portable gas heaters and small charcoal barbeques which can result in tragic consequences.
- Safety Team members are adding this to their monthly homeless encampment counts.

<https://www.lacity.org/for-residents/popular-services/comprehensive-homeless-strategy-implementation/los-angeles-municipal>

Sidewalk Repair Program

Rena Leddy attending the CCA Transportation, Infrastructure & Environment Committee meeting last week. Representatives from the Mayor's Office and the Bureau of Engineering (BOE) gave a [presentation on the City's new sidewalk repair program](#) and L.A. Department of Transportation (LADOT) and Council District 14 told members about changes coming to a couple of streets in Downtown.

BOE said that last year, the City approved a program that will lead to the repair of the city's damaged sidewalks and the eventual handing over of sidewalk maintenance and liability to property owners. The result of an Americans With Disabilities Act-based (ADA) lawsuit over the impassibility sidewalks, the program is part of the City's \$30 million annual spending over the next 30 years to bring sidewalks into repair.

The key element of the program is the phase-in of the transfer of sidewalk repair responsibility back to property owners. The City will repair sidewalks, where needed and on a priority basis, and then release the responsibility for those sidewalks back to the adjacent property owners. The City will provide the chance for property owners to do the repairs themselves and be partially reimbursed. For information about this and more details about the program, [please click here](#). The committee asked the Mayor's staff and BOE if they would focus the rebate program on economies of scale, where multiple property owners can fix an entire section at the same time and to prioritize transit corridors for repairs.

Spring and Main Street's Bike & Pedestrian Safety Improvements:

CD 14 and LADOT presented on a project that will bring safety upgrades to Spring and Main Streets through a partnership between Councilmember Huizar's DTLA Forward Initiative and the City's Vision Zero Initiative. The upgrades will reorganize these two streets from Cesar Chavez Boulevard south to 9th Street by converting the existing bicycle lanes to protected bicycle lanes. Key among these is moving the bike lanes from the right to the left side of the streets and putting them between the curb and auto parking. The upgrades will also introduce safety improvements for people walking and driving as well as improvements for bus operations. The first phase of the upgrades will begin fall 2017. The Council office and LADOT will be working to engage business, property, and resident stakeholders to assess parking and loading needs along the corridors. Phase Two could begin in 2018 and include concrete separation of the bike paths.

Designed in California



The California Fashion Association (CFA) is encouraging its members and designers throughout the state to promote their products as "Designed in California". CFA has created and trademarked a hangtag label to highlight "Designed in California" apparel.

As Ilse Metcheck, president of the CFA explained to Apparel News, "The law is very clear for sewn-in labeling and separate hangtags. Sewn-in labels in garments made overseas can say

"Designed in California" as long as the country of origin is on the same label in the same size. However, hangtags do not need the country of origin if trademarked. Without a trademark certification on the hangtag, the size of the font for 'Made in China' has to be the same size as 'Made in California.'

For that reason, the "Designed in California" hangtag allows designers to showcase where the product was designed, instead of focusing on the country where it was made. It highlights the designer's contribution to the fashion industry in their state and country, which lets buyers recognize and appreciate California's talent and creativity. The tag was perfected and crafted exclusively for designers that want to show pride in their products.

Although the hangtags would be free of charge upon demand, CFA requests that designers who would want to display the tag on their products, donate one cent per tag as it will support the California Fashion Foundation scholarship fund. The hangtags attract the interest of buyers who want products designed in California, and it also supports goal oriented prospective designers who want to show their talent to the world.

For more information visit calfashion.org.

Source British Debuts at LA Market

Source British is a new tradeshow taking place alongside shows like Capsule, ALT, Transit, Curve, Coeur, and AXIS during L.A. Fashion Market in the Penthouse at the California Market Center (CMC), 13-14 March 2017. For the first time ever, British made and designed brands have their own edited space, across categories including apparel, footwear, crafts, accessories, home and gifts.

The tradeshow is divided into focused areas that are set to create a quintessential British experience.

- **The home, gift and craft area:** Some brands exhibiting include Animo Glass, Carola Van Dyke, Chunki Chilli, D R Harris and Co, Melt England, Nutscene, Teddy Maximus, Schokolat, Paperboy London, Tomcat Cards, Twiguk, Emma's Soap, Nathalie Bond Organics, Equi-Scuto, Lizzie Kershaw, Junction Eighteen, Jamali Annay, Molly Mac Living, and Love Jars.
- **The fashion, footwear and accessories area:** Some brands exhibiting include Karen Gold, A Post Card from Brighton, Novelette Novalis, Fonz Leathers, Wolfram Lohr, Glen Appin of Scotland, Nadia Minkoff, The Leather Satchel Company, Amanda Coleman Jewellery, Carlton London, David Hampton, Peak & Brim Designer Hats, Stargem, Lucy Sylvester Jewellery, Hedon, Attune, and Roy Lowe & Sons.
- **The Trend Council pavilion,** with curated designers that include brands like Sherene Melinda, Orla Kiely, Something Wicked, Satanic Mill, and Exofitness London.
- **The Sipsmith Gin Palace,** where you can sample the finest British gin away from the hustle and bustle of the market.
- **A British Tea Room,** where attendees can taste a traditional British spread.
- **Trend Council demonstration area** where registered attendees can attend focused trend forecasting sessions on both days. The forecasting sessions are designed for buyers and exhibitors to identify trends that will shape retail in the upcoming season, outlining must-have colors, patterns, and key items.

Source British was founded in 2016 by Olivett Asare and is backed by Upper Street Events Ltd., a leading U.K.-based events company since 1987. Upper Street Events creates and organizes 17 major innovative, premium, and stylish annual events, with two launches in progress and an exciting acquisition list in consideration, attracting over 400,000 visitors annually.”

To register to attend Source British or the Trend Council’s Trend Forecasting presentations, please visit www.sourcebritish.com.



Letter to the Editor

Vote No on Measure S on the March 7th ballot. It goes too far!

The LA Fashion District Business Improvement District (BID) is strongly opposed to Measure S and urges all to Vote No on Measure S. Measure S is a two-year ban on all construction requiring a General Plan amendment, zone change or adjustment to height restrictions. This is more than one-third of all construction in Los Angeles and almost every project in the Fashion District.

If this Measure passes, it will halt construction and immediately hurt our fragile economic rebound. It will cost the city billions in economic activity. It is projected that Measure S will cost Los Angeles¹:

- Over 12,000 jobs each year
- Over \$640 million in wages for workers each year
- \$70 million in sales, property, transient occupancy and other fiscal revenues each year – enough to hire over 1000 police officers or firefighters
- \$10.6 million loss to renters each year, increasing rents which will result in over \$4.2 million in lost wages
- \$14 million each year for parks and recreational facilities generated through Quimby and Finn Fees
- \$27 million in property tax revenue over the course of the two year moratorium, an additional \$1.5 million each year in ongoing fiscal impacts
- Over \$10 million in lost sales tax each year from combined upfront and ongoing construction and business activity.

If this Measure passes it will make it impossible to fix the housing and homelessness crises. The Fashion District BID represents more than 4000 businesses and 800 property owners in downtown LA. We are on the front lines every day, witnessing high housing costs and increased homelessness on our streets. Measure S is recipe for creating more homelessness and higher housing costs.

¹ Christopher Thornberg & Robert Kleinhenz, Study by Beacon Economics